

ORDER



Orders	Order / Rev:	<u>104122</u>	
	Alt Order #:	06831863	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	08/07/12 - 08/13/12	Primary AE:
	Original Date / Rev:	07/09/12 / 07/09/12	Sales Office:
	Order Type:	GENERAL	Sales Region:
Agency	Name:	<u>Shorr Johnson Magnus</u>	
	Buying Contact:		
	Billing Contact:	<u>1831 Chestnut St.</u> <u>Philadelphia, PA 19103</u>	
		Billing Type:	Cash
		Billing Calendar:	Broadcast
		Billing Cycle:	EOM/EOC
		Agency Commission:	15%
Advertiser	Name:	<u>Berkley Shelley for Senate</u>	
	Demographic:	A35+	
	Product Codes:	PLC01	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
New Business Thru:			
Order Separation: 00:15:00			
Advertiser External ID:			
Agency External ID:			

Bill Plan

Start Date	End Date	# Spots	Totals				
			Month	# Spots	Gross Amount	Net Amount	Rating
07/30/12	08/13/12	58	\$97,450.00	58	\$82,832.50	0.00	
			Totals	58	\$97,450.00	\$82,832.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	\$97,450.00
Market	100%	\$198,877.55

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	20%	\$39,775.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$31,820.41
KTUD	0%	\$0.00
KVVU	13%	\$25,854.08
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,977.55

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wagner	5-6a		-TWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
				NEWS											
		Start Date	End Date	Weekdays		Spots/Week	Rate		Rating						
		Week: 08/06/12	08/12/12	-TWTF--		4	\$400.00		0.00						

Order / Rev: 104122 Advertiser: Berkley, Shelley for Senate
 Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV
 Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/WagM	5-6a		~TWTF--	:30	4	\$400.001	0.00	NM		4	\$1,600.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		4	\$400.00			0.00					
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/WagM	5-6a		M-----	:30	1	\$400.001	0.00	NM		1	\$400.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1	\$400.00			0.00					
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/WagM	6-7a		M-----	:30	2	\$700.001	0.00	NM		2	\$1,400.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		2	\$700.00			0.00					
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/WagM	6-7a		~TWTF--	:30	8	\$700.001	0.00	NM		8	\$5,600.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		8	\$700.00			0.00					
E 5	KSNV	08/07/12	08/10/12	Today Show	CM	658a-9am	~TWTF--	:30	8	\$1,400.001	0.00	NM		8	\$11,200.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTF--		8	\$1,400.00			0.00					
E 6	KSNV	08/13/12	08/13/12	Today Show	CM	658a-9am	M-----	:30	2	\$1,400.001	0.00	NM		2	\$2,800.00
Today Show															
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		2	\$1,400.00			0.00					
E 7	KSNV	08/13/12	08/13/12	News 3 at 4	CM	4-430p	M-----	:30	1	\$700.001	0.00	NM		1	\$700.00
News 3 at 4															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	M-----		1	\$700.00			0.00					
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone	CM	7:30-8:00PM	~TWTFs-	:30	5	\$750.001	0.00	NM		5	\$3,750.00
News 3 Olympic Zone															
OLY ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTFs-		5	\$750.00			0.00					
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime	CM	730pm-12am	~TWTFs-	:30	5	\$6,000.001	0.00	NM		5	\$30,000.00
Olympics Primetime															
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-TWTFs-		5	\$6,000.00			0.00					
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime	CM	730pm-12am	-----S	:30	2	\$6,000.001	0.00	NM		2	\$12,000.00
Olympics Primetime															
OLY PRIME															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		2	\$6,000.00			0.00					
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week@M		4am-6pm	-----S	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
Olympics Daytime WEEKEND															
OLY DT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S		4	\$1,700.00			0.00					
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week@M		4am-6pm	-----S-	:30	4	\$1,700.003	0.00	NM		4	\$6,800.00
Olympics Daytime WEEKEND															
OLY DT WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-		4	\$1,700.00			0.00					
E 15	KSNV	08/07/12	08/10/12		CM	9am-4pm	~TWTF--	:30	12	\$1,200.003	0.00	NM		12	\$14,400.00

Order / Rey: 104122
Alt Order #: 06831863
Flight Dates: 08/07/12 - 08/13/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSJV

Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Olympics Daytime Weekd																
Olympics Daytime Weekdays																
OLY DT																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>								
Week: 08/06/12		08/12/12	-TWTF--		12	\$1,200.00		0.00								
Totals												58	\$97,450.00			